We claim:

1. A method of automatically creating Favorites in an Internet web browser comprising the steps of:

monitoring the browser and producing a bookmark indication if it is (1) communicating with a web site and (2) it is being used in a predefined pattern of activity at the web site;

capturing the universal resource locator (URL) of the web site in response to the bookmark indication; and

storing the URL in the Favorites list of the browser.

2. The method of automatically creating Favorites in an Internet web browser as claimed in claim 1 wherein an identifying title is also stored with the URL in the Favorites list.

3. The method of automatically creating Favorites in an Internet web browser as claimed in claim 1 further including the steps of:

compiling a database of URLs and categories of information that the URLs are related to;

comparing the captured URL to the database to determine a category; and

storing the URL in the Favorites list in a folder identified with the category.

4. The method of automatically creating Favorites in an Internet web browser as claimed in claim 3 wherein there are at least two categories associated with a single URL and the URL is stored in the Favorites list in both folders identified with the two categories.

5. The method of automatically creating Favorites in an Internet web browser as claimed in claim 1 wherein the URL is stored with an affiliate identification code.

6. The method of automatically creating Favorites in an Internet web browser as claimed in claim 1 where in the web site is the site of a particular type of business.

7. The method of automatically creating Favorites in an Internet web browser as claimed in claim 6 wherein the type of business is a retail merchant.

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1   8.   The method of automatically creating Favorites in an Internet web browser
2 as claimed in claim 1 wherein the pattern of activity is that associated with a purchase at the web
3 site.

1   9.   The method of automatically creating Favorites in an Internet web browser
2 as claimed in claim 1 wherein there is a limit on the number of URL that can be stored in any folder,
3 and further including the step of deleting excess URLs.

1   10.   The method of automatically creating Favorities in an Internet web browser
2 as claimed in claim 9 wherein URLs are deleted based on the last visit so that those which have not
3 been visited in the longest time are deleted first.

1   11.   The method of automatically creating Favorities in an Internet web browser
2 as claimed in claim 9 wherein URLs are deleted based on a user indication.

1   12.   The method of automatically creating Favorites in an Internet web browser
2 as claimed in claim 3 wherein a URL in the database may be associated with the URLs of at least
3 one particular category, and wherein the associated URL is displayed to the user in response to the
4 capture of a URL from that category.

1   13.   A method of advertising over the Internet comprising the steps of:
2   creating a database of URLs and categories of information related to the URLs so as
3 to associated each URL with at least one category of information;
4   listing in the database in a category an associated URL of at least one web site which
5 has information which is at least similar to the information of the category;
6   monitoring use of a browser and producing a bookmark indication if it is (1)
7 communicating with a web site and (2) it is being used in a predefined pattern of activity at the web
8 site;
9   capturing the universal resource locator (URL) of the web site in response to the
10 bookmark indication;
11   comparing the captured URL to the database;

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12   storing the URL in the Favorites list in a folder identified with the category; and

13   displaying the associated URL when the book-marked URL is stored.

1   14. The method of advertising of claim 13 where in the captured URL is stored

2 in the database in return for compensation from the owner of the captured website.

1   15. The method of advertising of claim 13 where in the associated URL is stored

2 in the database in return for compensation from the owner of the associated website.